

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-13 (canceled)

14. (currently amended) A payment system for itemized Internet merchandise or itemized downloadable media material objects, comprising[;]:

a retail point of sale establishment;

a customer access point at said retail point of sale establishment;

URL information that is an Internet transaction location of said itemized Internet merchandise or itemized downloadable media material objects;

means for accepting payment through an in person transaction with a customer wherein said payment is designated for purchase of said itemized Internet merchandise or itemized downloadable media material objects;

means for storing and retrieving a record on or in a physical medium corresponding to said URL information that is an Internet transaction location of said itemized Internet merchandise or itemized downloadable media material objects~~to said merchandise or media~~;

means for transfer of said physical medium from said retail point of sale establishment to said customer; and

means for Internet transaction authorization ~~or other Internet transaction security~~ on, in, or actuated from said physical medium wherein to facilitate transfer of ownership or rights in said itemized Internet merchandise or itemized downloadable media material objects are preselected and transferred to said customer through said transfer of said physical medium.

15. (currently amended) The ~~A~~ retail point of sale establishment in payment system of claim 14, wherein the retail point of sale establishment further comprises~~ing~~;:

a retail store, convenience store, vending machine, parking lot, hallway, lobby, or other physical place to conduct business.

16. (currently amended) The ~~A~~ payment system of claim 14, wherein said customer access point at retail point of sale establishment in claim 14, further comprises~~ing~~;:

a checkout, kiosk, cashier's station, cash register, self-check out, self-service, or other means of customer interaction with said retail point of sale establishment.

17. (currently amended) The payment system of claim 14, wherein said ~~M~~ means for storing and retrieving a record in claim 14 further comprises~~ing~~;:

writing, inscribing, programming, or otherwise placing access information on a card, computer diskette, or other physical means of recordation without requiring access to a public computer network (Internet) during the recording process whether or not access is actually made.

18. (currently amended) The payment system of claim 14, wherein said ~~M~~ means for Internet transaction authorization or other Internet security in claim 14 comprising;

further comprises means to embed a public/private cryptographic key pair corresponding to said Internet transaction authorization used to indicate that on or in said itemized Internet merchandise or itemized downloadable media material objects or delivery comprising of said merchandise of media is authenticated;

means for embedding a first coded license, serial, or other identifying mark through content fingerprinting on or in said ~~content~~ itemized Internet merchandise or itemized downloadable media material objects that uses a code visible, audible, or otherwise noticeable only by machine on a first mark that is a private key of said public/private key pair; and

means for embedding a second coded license, serial, or other identifying mark through content fingerprinting on or in said ~~content~~ itemized Internet merchandise or itemized downloadable media material objects that uses a code visible, audible, or otherwise noticeable by human or machine on a second mark that is a public key of said public/private key pair.

19. (currently amended) The payment system of claim 14, wherein said M means for Internet transaction authorization on, in, or actuated from said physical medium wherein ownership rights in said itemized Internet merchandise or itemized downloadable media material objects is transferred, further comprisesing[:];

user access terminal ~~means~~ on a computer network;

means for retrieval of said itemized Internet merchandise or itemized downloadable media material objects by said user access terminal wherein retrieval is carried out without transmission of or use of cookies on said user access terminal or electronic disclosure, presently or previously, of user information other than IP address of said user access terminal.

20. (currently amended) A self-authenticating Internet transaction authorization system or other Internet security for embedded public/private key pair in Internet media or content used to indicate that delivery of said Internet media or content is authenticated, comprising[;]:

a first coded license, serial number, or other identifying mark comprising a public key on or in said media or content that uses a code visible, audible, or otherwise noticeable by human or machine on a first mark that is a public key of said public/private key pair; and a second coded license, serial number, or other identifying mark through content fingerprinting on or in said media or content that uses a code visible, audible, or otherwise noticeable only by machine on a second mark that is a private key of said public/private key pair.

21. (currently amended) Internet transaction authorization system or other Internet security system in claim 20 further comprising;

a redundant public/private key pair used to indicate that said media or content or delivery of said media or content is authenticated;

a[n] first additional coded license, serial number, or other identifying mark through content fingerprinting on or in said content that uses a code visible, audible, or other wise noticeable by human or machine on a mark that is another public key of said redundant public/private key pair; and

a[n] second additional coded license, serial number, or other identifying mark through content fingerprinting on or in said content that uses a code visible, audible, or other wise noticeable only by machine on another mark that is another private key of said redundant public/private key pair.

22. (currently amended) Anonymous Internet transaction authorization system or other security ~~purchase~~ to facilitate the transfer of ownership or rights in itemized Internet merchandise or itemized downloadable media material objects, comprising;

itemized Internet merchandise or itemized downloadable media material objects offered by a seller or other distributor on the Internet through an Internet connection;

User access terminal means connected to the Internet, said user access terminal having an IP address; and

means for payment or otherwise completing an Internet sale of said Internet merchandise or media from said seller or other distributor to the user of said user access terminal with no presently or previously required disclosures of user information from said user or said user access terminal other than said IP address.

23. (currently amended) The anonymous Internet transaction authorization system or other security to facilitate the transfer of ownership or rights in Internet merchandise or media of claim 22, wherein M means for payment ~~in claim 22~~ further comprising[;]:

payment without transmission, reception, or use of cookies on said user access terminal; or without disclosure of user information from or to said seller or distributor other than said IP address; or without disclosure of user information from or to any third party or third party terminal other than said IP address; or without transfer of funds or promise for payment of funds presently from or to said seller or distributor; or without transfer of funds or promise for payment of funds presently from or to any third party or third party terminal.

24.(currently amended) A method of ~~prepaid sale for~~ virtual Internet based merchandise or media exchange for payment, comprising[;]:

creating specific information that is ~~an Internet~~ transaction location of ~~said~~ a product, said product comprising line itemized networked merchandise or line itemized downloadable media material objects on a selling computer on a network~~merchandise or media~~;

specifying a price wherein said price is specific to said product;

~~permitting a customer to~~ access to a retail point of sale location;

accepting payment of said price through an in person transaction at said retail point of sale location wherein said payment is designated for said product~~with said customer~~; and

~~storing or retrieving a record on or in a physical medium corresponding to said Internet transaction location or to said merchandise or media~~;

~~transferring said physical medium from said retail point of sale establishment to said customer~~;

associating said payment to a purchase of said product for said price causing

transfer of ownership ~~or~~ rights in said product to a buyer computer on said network through

authorization on said selling computer on said network, ~~in, or actuated from said physical media~~.

25. (currently amended) The ~~M~~method of virtual Internet based merchandise or media prepaid exchange in claim 24, wherein ~~permitting customer~~ customer access ~~in claim 24 further~~ compris[ing]es the step of[;]:

~~permitting~~ access to a retail store, convenience store, vending machine, parking lot, hallway, lobby, or other place to conduct business.

26. (currently amended) The Mmethod of virtual Internet based merchandise or media prepaid exchange in claim 24 wherein, associating said payment to a customer purchase of said line itemized networked merchandise or line itemized downloadable media material objects storing or retrieving a record on or in a physical medium corresponding to said Internet transaction location or to said merchandise or media in claim 24 further comprisesing[;];
placing a picture, description, make, model, URL location, or other specific description or location of said merchandise or media on or in a physical medium.

27. (currently amended) AThe method of virtual Internet based merchandise or media prepaid exchange in claim 24, wherein said accepting payment of said price through an in person transaction in claim 24, further comprisesing[;];
using a checkout, kiosk, cashier's station, cash register, self-check out, self-service, or other customer interaction at said retail point of sale location.

28. (new) The method of virtual Internet based merchandise or media exchange for payment in claim 24, wherein said specific information that is a transaction location of said product, further comprises a Uniform Resource Locator (URL).

29. (new) A method of merchandise transfer on a computer network comprising at least one buyer computer on a network for operation by a user desiring to buy at least one product and at least one selling computer on said network operating for a purpose to sell said product, the method comprising the steps of:
creating specific information that is a transaction location of said product, said product

comprising networked merchandise or downloadable media material objects represented on said selling computer;

specifying a price wherein said price is specific to said product on said selling computer;

receiving, payment of said price through an in person transaction with said user at a retail point of sale location wherein said payment amount is associated to said product;

sending a payment message as a response to said in person transaction either directly or through other computers on said network to said selling computer on said network;

causing an authorization message to be created on said selling computer in or as a result of said payment message that comprises at least said specification of said product and authentication based on cryptographic key(s), said selling computer being programmed to receive said authorization message for verification of said authentication;

causing selling computer, as a result of said selling computer being programmed, to ensure that said authorization message was created using said cryptographic key(s); and

causing transfer of ownership rights in said product to said user desiring to buy said product by granting access or rights to said user on said buyer computer either directly or through other computers on said network, as a result of said authorization message on said selling computer.

30. (new) The method of merchandise transfer on a computer network in claim 29, wherein said authentication further comprises a method of self authenticating merchandise wherein said method of self authenticating merchandise comprises:

recording a representation of said access message authenticator on or in said product, said representation comprising

a first coded license, serial number, or other identifying mark comprising a public key on or in said product that uses a code visible, audible, or otherwise noticeable by human or machine on a first mark that is a public key of said public/private key pair; and
a second coded license, serial number, or other identifying mark through content fingerprinting on or in said product comprising a private key that uses a code visible, audible, or otherwise noticeable only by machine on a second mark that is a private key of said public/private key pair.

31. (new) The method of merchandise transfer on a computer network in claim 29, wherein said specific information that is a transaction location of said product further comprises a Uniform Resource Locator (URL).

32. (new) The method of merchandise transfer on a computer network in claim 29, wherein said specifying a price wherein said price is specific to said product on said selling computer, further comprises a price set to at least zero, comprising a price of free or any positive amount.

33. (new) The method of merchandise transfer on a computer network in claim 29, wherein said in person transaction at a retail point of sale location further comprises selling a prepaid card wherein said prepaid card is also specific to said product.

34. The method of merchandise transfer on a computer network in claim 29, wherein said retail point of sale location further comprises a retail store, convenience store, vending machine, parking lot, hallway, lobby, or other physical place to conduct business.

35. (new) The payment system of claim 14 wherein said payment further comprises a price wherein said price is at least zero comprising a free sample or any positive amount of payment from said customer to said retail point of sale establishment.

36. (new) The method of virtual Internet based merchandise exchange for payment of claim 24 wherein said price further comprises a price set to at least zero, comprising a free price or any positive amount price.